



# **SAMHSA-HRSA** CENTER for INTEGRATED HEALTH SOLUTIONS

## **Social Media: Using Technology to Support Recovery and Treatment**

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# Objectives

- Identify 10 different platforms and types of content you can utilize.
- Describe challenges and opportunities in the use of social media.
- Have increased comfort level with using social media.
- Measure and analyze statistics on social media to better reach your intended audience.

# Social Media - Considerations

- ✓ Social media is the most powerful tool in today's digital world.
- ✓ Without social media, it is not possible for businesses to promote their brand and reach out globally.
- ✓ There are numerous social media platforms on which you can promote your brand and services, but not all have the same value.
- ✓ We have to focus only on such social media that are relevant to our niche.

# Social Media Defined

A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content



Andreas M. Kaplan \*, Michael Haenlein, (2010) *Users of the world, unite! The challenges and opportunities of Social Media*. Business Horizons 53, 59—68. Paris, France

# User Generated Content



Needs to fulfill three basic requirements:

1. Published either on a publicly accessible website or on a social networking site accessible to a selected group of people;
2. Shows a certain amount of creative effort; and
3. Created outside of professional routines and practices.

OECD. (2007). Participative web and user-created content: Web 2.0, wikis, and social networking. Paris: Organisation for Economic Co-operation and Development.

# Access To Information

- ✓ By now most of the world has become aware of the existence of the internet and its use. Watch it live...  
[www.internetlivestats.com/watch/internet-users/](http://www.internetlivestats.com/watch/internet-users/)
- ✓ Whether you're using social media to build awareness for your agency, to drive leads to your sales force or anything else, it's important to be familiar with some platforms available to your organization.



# Social Media Use: Who, and What Type?

In research on users of social media, Correa, et al. (2010), found:

*Being an extravert was a trait among both men and women who were more likely to use social media.*

*Among them, only the men with higher degrees of emotional instability were more likely to use social media more frequently.*

Correa, T., Willard Hinsley, A., Gil de Zúñiga, H. (2010) *Computers in Human Behavior*. Vol. 26, Issue 2, pp247–253

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## Social media users among all adults

*Among all American adults ages 18+, the % who use the following social media sites*

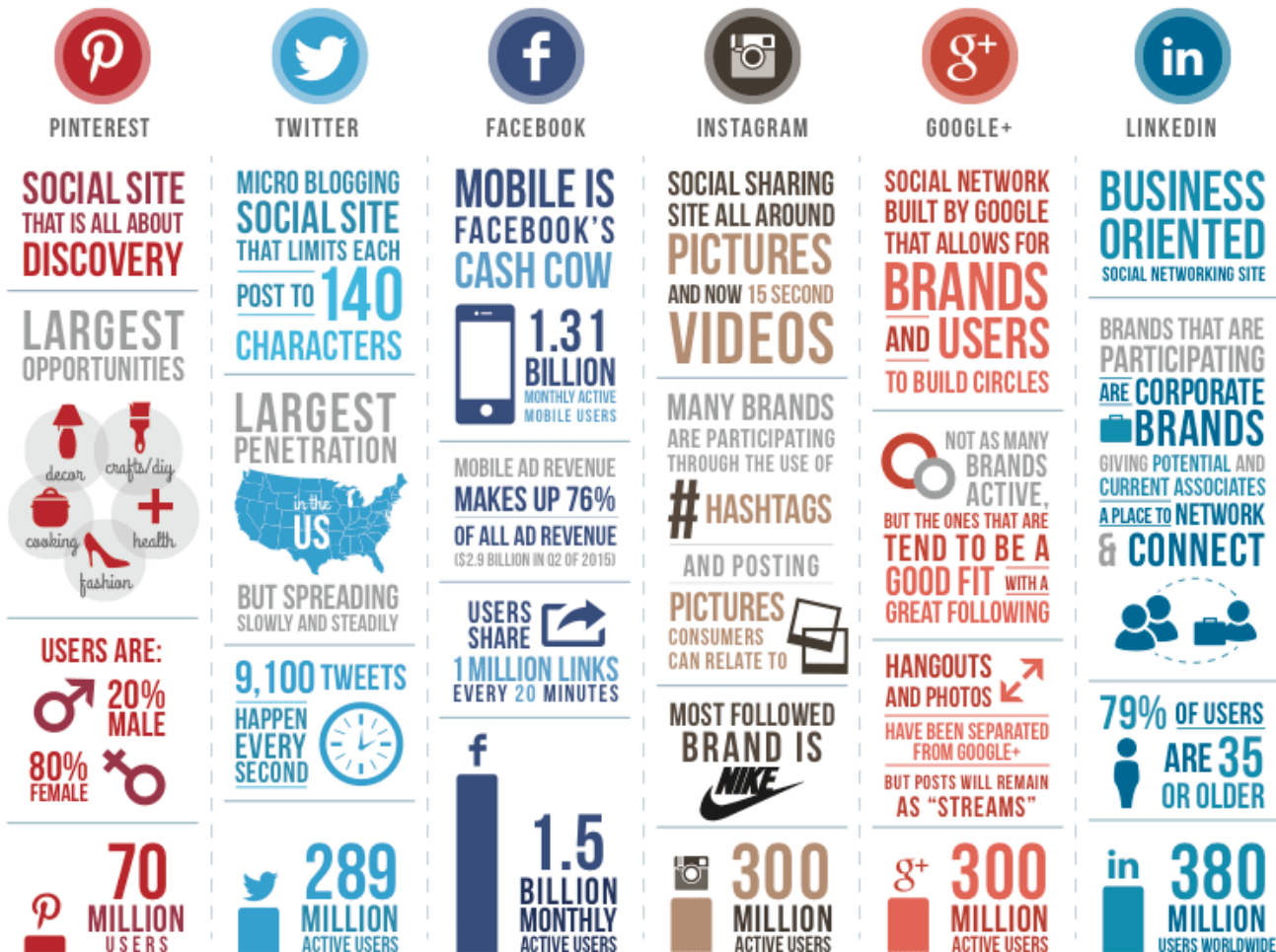
Facebook	58
LinkedIn	23
Pinterest	22
Instagram	21
Twitter	19

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=2,003 adults in the U.S. ages 18+.

PEW RESEARCH CENTER

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# People have different reasons...

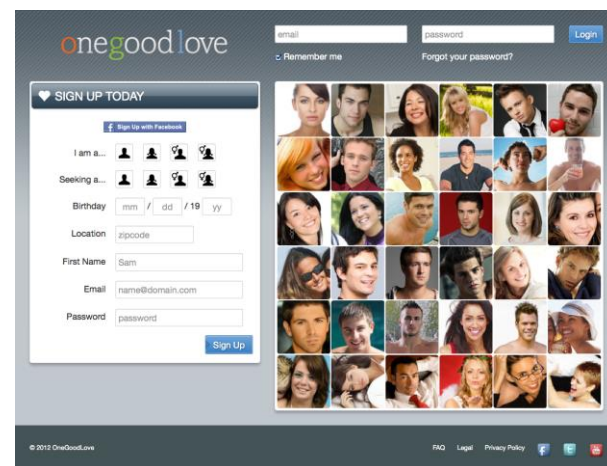


Statistics as of 7.8.2015 Designed by: Leverage - leverage.newagamedia.com

# Platforms and their content

Four categories:

- **Network** (LinkedIn, Facebook, Blab, Plaxo)
- **Promote** (YouTube, BizSugar, Twitter)
- **Share** (Buffer, Hootsuite, Google+)
- **YYGM** (Christian Mingle, eHarmony, Tinder, Grinder)



# Platforms

There are platforms and technology used through computers, through your phone or tablet (apps), and wearable health technology



ARE YOU UP TO THE CHALLENGE?

Create a **wearable alcohol biosensor** that can monitor blood alcohol levels in real time

First Prize: \$200,000  
Second Prize: \$100,000

Submit Prototype by:  
Dec. 1, 2015

**LEARN MORE**

 National Institute on Alcohol Abuse and Alcoholism



# What and How to Communicate

What are you trying to communicate and how will you communicate it?

- ✓ It will depend on your different audiences, and where they “hang out”
- ✓ You can provide information, conduct chats and video conferencing



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Brian Solis & JESS3



Substance Abuse and Mental Health Services Administration  
 **SAMHSA**  
[www.samhsa.gov](http://www.samhsa.gov) 1-877-SAMHSA-7 (1-877-726-4727)

integration.samhsa.gov

# Platforms - Network

✓ **Google+**: A simple interface that makes connecting with friends, family, business associates and customers easy.

- Strengths: Ease-of-use and uncluttered environment.
- Weaknesses: Competition from other well-established social media platforms.
- Example: Motivational videos

✓ **Blab**: Hangout with your team/group in a room where you can talk, watch videos and listen to music together.

- Strengths: The two-way capabilities make Blab stand out in a crowded field.
- Weaknesses: It has a small (but growing) user base.

# Platforms - Network



- ✓ **Plaxo** helps you manage all of your contacts. Unify your address books, remove duplicates and back up to a secure cloud.
- ✓ **Facebook**: For casual interactions, sharing links, photos and videos. There are pages and groups, where people can support each other.
- ✓ **Twitter**: For short casual interactions, sharing links, photos and videos. Character limit 140, great for specialized topics and your clients can follow you.
- ✓ **YouTube**: Upload and share videos, people can comment on them. Create a Channel to communicate your messages, share PSAs, post testimonials related to addiction and treatment.

# Platforms - Network

- ✓ **LinkedIn**: For professional interactions – great for creating professional groups for students, colleagues, and getting back to work.
- ✓ **FourSquare**: Allows clients to “check in” at your location. You can also provide facts or coupons for customers, and they can comment on your location.
- ✓ **Instagram, Snapchat, Tumblr**: For short messages and visual media, fun and casual.

# Platforms - Promote

- ✓ **YouTube**: Largest and most popular video-based social media website with over 1 billion visitors per month. The second most popular search engine behind Google.
- ✓ **BizSugar**: A social networking platform and resource for small business owners, entrepreneurs and managers. It allows users to share videos, articles, blog posts and podcasts among other content.



# Platforms – Share & Schedule

- ✓ **Hootsuite Free**: Social media management platform to save time managing your posting content to your networks. Measure your social media growth.
- ✓ **Buffer**: Schedule your posts to share your content at the best possible times throughout the day so that your followers and fans see your updates more often. Can post to all of your social networks.
  - Buffer Social: One of the best curated blogs in the social media space, provides well-researched, comprehensive content that's useful for all levels of social media marketers.

# Platforms - Mingle

*YYGM (Christian Mingle, eHarmony, Tinder, Grindr)*

- ✓ Use existing and progressive networks to advertise, promote, recruit, and raise awareness about health matters.
- ✓ Your clients also date...

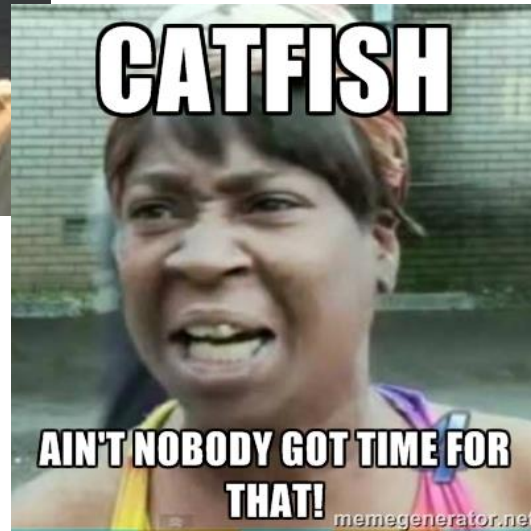


**With a click...**



**You Will Let The World Know**

# And then It happens! So...



# Keep It Clean



Supporting your clients in the office and through online presence can be a success, just make sure your systems are secured and their data is safe as well.

# Reach Out!

There are 2.3 billion active social media users worldwide.

That's nearly one-third of our planet's total population!



# Support Through Social Media

Study conducted by Art Jipson, University of Dayton, Ohio, found:

- ✓ Some homeless individuals leverage free services like Facebook and Twitter to find food, shelter and job services, and to keep up with family and friends.
- ✓ All they need is a smartphone or public library with Internet access.
- ✓ The findings present a new potential for social teaching.

[www.huffingtonpost.com/2012/08/26/homeless-support-social-media\\_n\\_1828998.html](http://www.huffingtonpost.com/2012/08/26/homeless-support-social-media_n_1828998.html)

# Examples of Social Media Support

- The **Addiction Recovery Guide** offers chat rooms, message boards, online meetings, social networking
- **Coordinated Entry in DC** has a help section for emergency housing placement, food, showers, etc.
- SAMHSA's **Behavioral Health Treatment Services Locator**
- **The power of “we.”** Someone only needs to tap: “I’m standing outside the liquor store” into their smartphone to round up the digital rescue posse. An AA grande dame with a dozen sponsees can post daily affirmations on their Facebook page.

# Challenges in the Use of Social Media

Social research study on physicians and patients using Facebook to communicate with one another about health-related issues.

- Most (51.7%) were opposed to physicians being Facebook “friends” with patients, and many (42%) were opposed to physicians having any kind of Facebook presence.
- Some believed that health care organizations should have a social media policy and provide social media training.
- They conclude with suggestions for how health care administrators can provide assistance to physicians and effectively manage their social media presence.

Peluchette, J.V., Karl, K., Coustasse, A. (2016) *Physicians, patients, and Facebook: Could you? Would you? Should you?* Health Marketing Quarterly Vol. 33, Iss. 2.

# Meet them, Engage them

**Social Proximity** refers to how close your social connections are to that of your prospective customer.

On social media, you are always growing your network of social connections.

More mutual connections = higher social proximity = increased likelihood of getting a good and quick introduction or referral.



# Challenges Become Opportunities

## Challenge #1: How do I create a social media marketing plan for my organization?

- ✓ Clarify your business' social media goals
- ✓ Audit your current social media status
- ✓ Develop your content strategy
- ✓ Use analytics to track progress
- ✓ Adjust your strategy as needed

<https://blog.bufferapp.com/social-media-marketing-plan>

## **Challenge #2: I don't have enough time to manage social media**

- ✓ Plan ahead and schedule, the time usually spent on social media management can now be used to listen to your customers more effectively.

# Challenge #3: Should I outsource my social media management?

## Cons

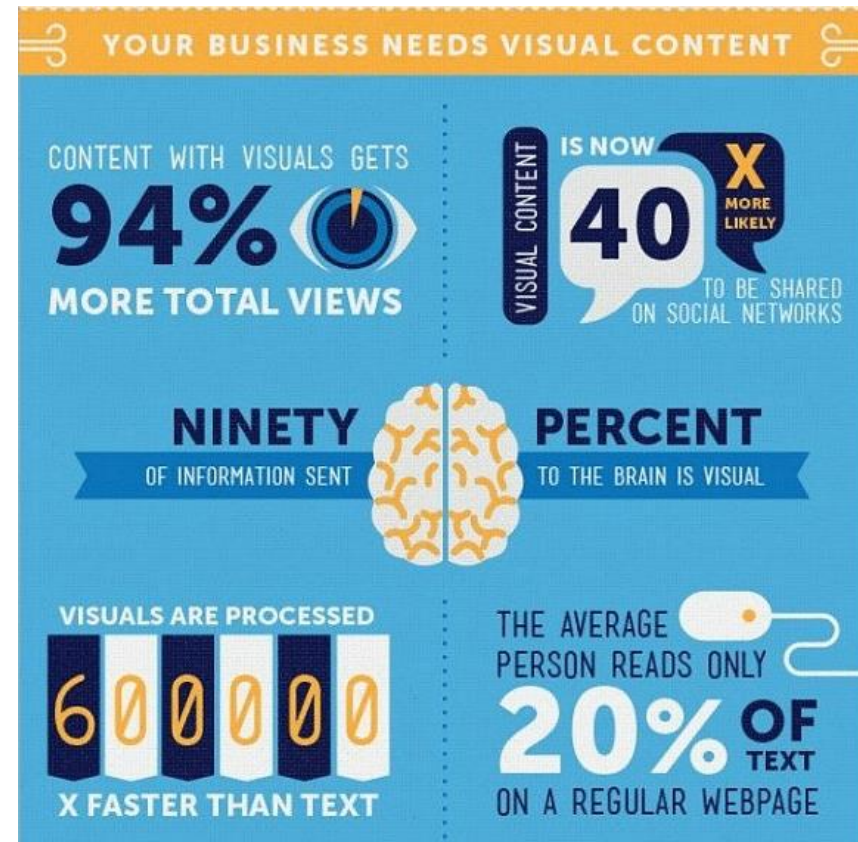
- Could lose authenticity
- Creates another layer to reach your users
- Slows down your response rate

## Pros

- More time for your business
- Uses valuable expertise
- Provides you with instant access to manpower

# Challenge #4: There are so many social networks out there, how do I know which one to use?

✓ Remember to address your audience where they “hang out” and create meaningful content that calls their attention.



# Now That You Know...What?

- Social media allows organizations to easily improve their customer service and to field customer's comments, questions and concerns instantaneously.
- Promotes awareness, actions, and contributes to program sustainability.



# Feel Confident Because...

- ✓ **Your information and content will be easily distributed** as participating in social media will be a part of any content marketing distribution plan.
- ✓ **You are doing great work** and you can become a greater influencer in your industry. As you gain more followers, your influence will continue to grow.

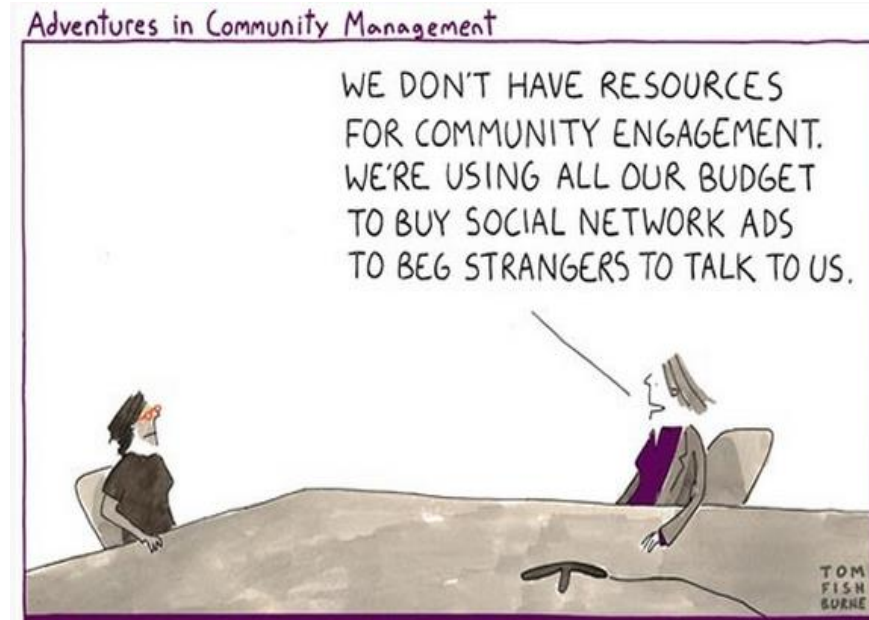
# Feel Confident Because...

- ✓ **You will save money** by using social media more strategically, and even conduct fundraising campaigns
- ✓ **Social networks are a great, cost-effective way** to get your brand in front of fans and potential customers.
- ✓ Facebook, Twitter, LinkedIn and Pinterest allow you to promote and share content with no cost outside of your own time spent, and they offer advanced and affordable advertising platforms you can use to target your consumers with demographic, keywords and interest-based campaigns.

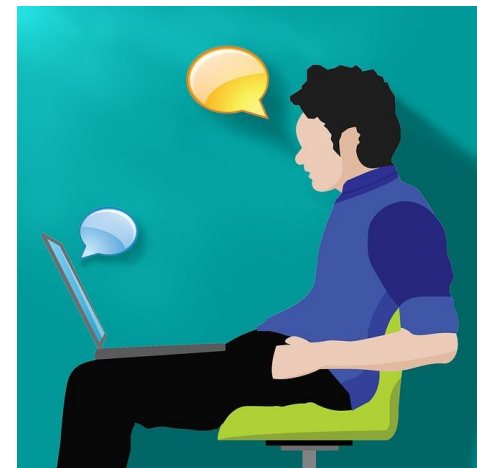
# Evaluate Your Social Media Life

Tracking your brand's impact and reach helps you:

- better engage your customers
- build relationships
- optimize your \$trategy
- monitor your performance



# Make Sure You Do This



**Diagnose:** Assess what is working to adjust your communication strategies and timing to improve results.

**Prioritize:** Determine which content, social platforms, users, and other factors get priority. Use the social data to plan your strategies.

**Evaluate:** Use the data to determine the success of your strategy and overall value to your marketing strategy.

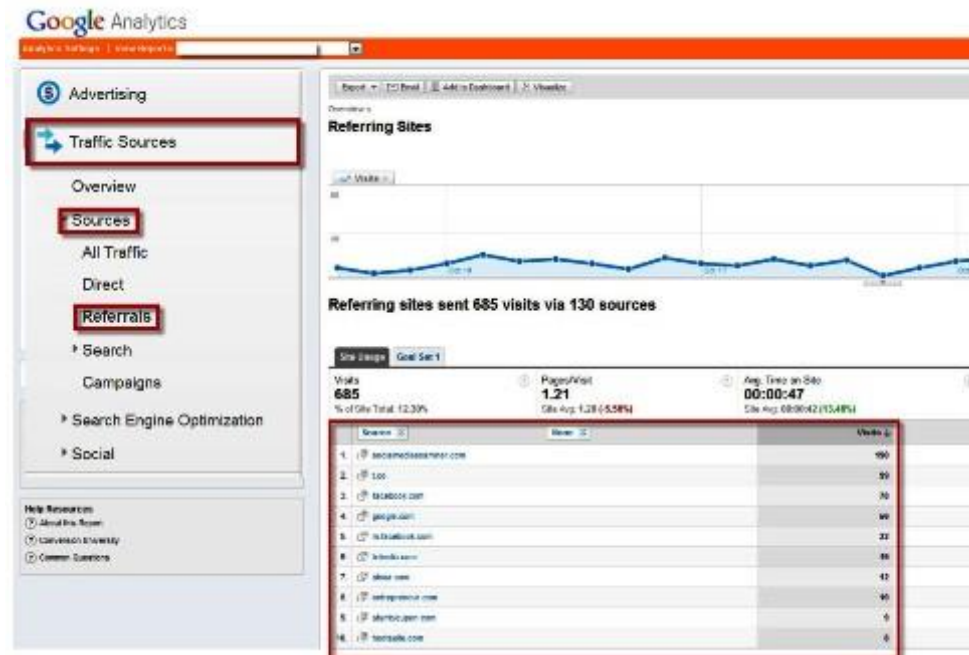
Do it all over again, once you implement your changes!

# 3 Easy Ways to Know

## #1: Referring Traffic

Google Analytics will let you know how much traffic is being referred to your website from the various social channels.

1. Sign up for Google Analytics: Provide some basic info about the site you'd like to monitor.
2. Add tracking code: Paste a tracking code onto your pages.
3. Learn about your audience: In a few hours, you'll start seeing data.



# 3 Ways to Know

## #2: Analyze and improve your social media profile

- Find the best times to publish information, news, etc.
  - [www.fanpagekarma.com](http://www.fanpagekarma.com) can give you detailed analyses of all your pages
- Analyze your profiles and your “competitors.”
- Discover the topics or content that get the most engagement.
- If you have a page within another network like Facebook, follow their information on your traffic.

# 3 Ways to Know

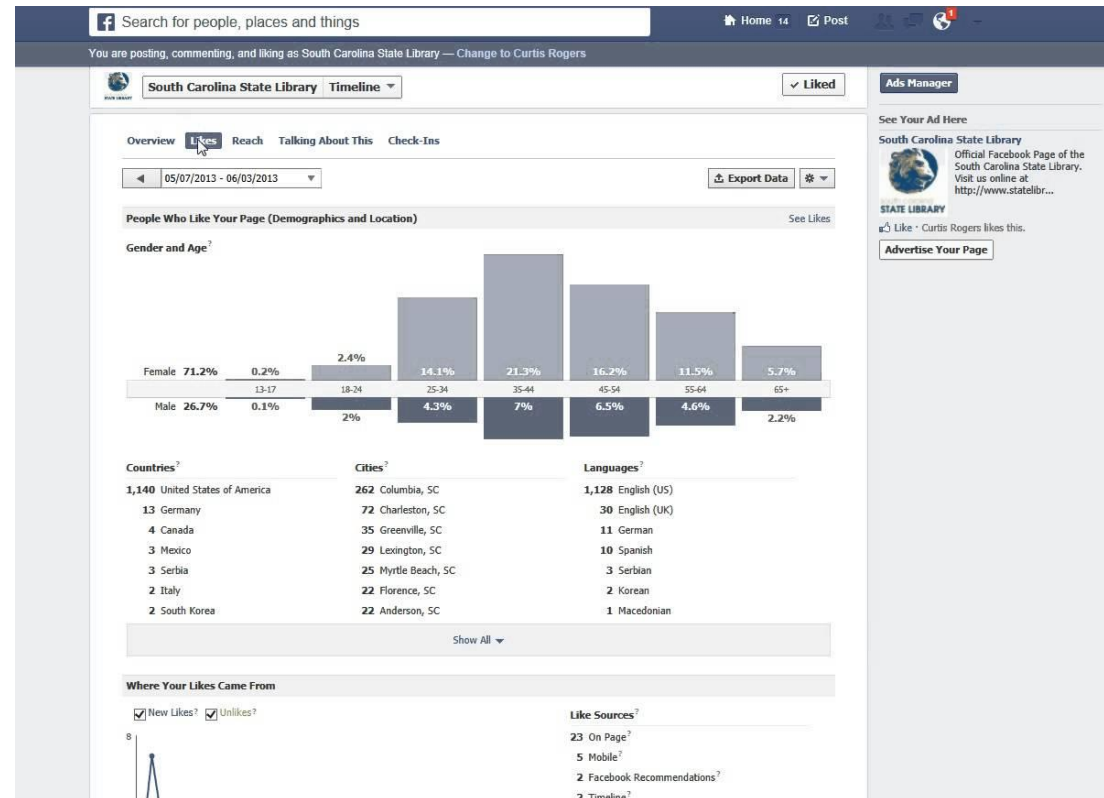
Learn who they are and  
keep in touch,  
keep in touch,  
and keep in touch!

Types of 'traffic' on the motorway



# 3 Ways to Know...Facebook Insights

Available for all page administrators. It provides you with stats for your posts, your page fans and reach.



A 28-day overview of your performance. Data regarding clicks, mentions, favorites, retweets and impressions. You can export data and generate a variety of reports.



# Know the Lingo

ROI (return on investment) is typically used to make financial decisions, what you are getting for the money spent.

SEO (search engine optimization) is used to get traffic and it should be from the “free,” “organic,” “editorial” or “natural” search results on search engines.



# Remember...

- Social Media presence will literally put you “on the map”
- Choose the platforms that reach the most users/funders of your services
- Embrace challenges and take advantage of ways to improve your online presence and services
- Diagnose, prioritize, evaluate, celebrate!

# RESOURCES

- Substance Abuse and Mental Health Services Administration.  
[www.samhsa.gov/social-media](http://www.samhsa.gov/social-media)
- Centers For Disease Control and Prevention.  
[www.cdc.gov/socialmedia/tools/guidelines/](http://www.cdc.gov/socialmedia/tools/guidelines/)
- Homeless Find Support in Social Media: Facebook, Twitter. July 14, 2016  
[www.huffingtonpost.com/2012/08/26/homeless-support-social-media\\_n\\_1828998.html](http://www.huffingtonpost.com/2012/08/26/homeless-support-social-media_n_1828998.html)
- 7 Ways To Diversify Your Social Media Efforts. Robert Birkhead. July 10, 2016  
<http://blog.hubspot.com/marketing/diversify-social-media-efforts#sm.001buin3v19kee4jxcu2207mgfhby>
- Measuring Success in Social Media. July 10, 2016.  
[www.hugeinc.com/ideas/report/social-roi](http://www.hugeinc.com/ideas/report/social-roi)

## Other Consulted Resources You can Use

- <http://blogs.constantcontact.com/library/>
- <https://blog.loginradius.com/2015/07/social-media-analytics/>

# Thank you, Gracias!



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# Questions?

